



DEPARTMENT OF HEALTH & HUMAN SERVICES  
Centers for Medicare & Medicaid Services  
7500 Security Blvd.  
Baltimore, Maryland 21244

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**HEALTH PLAN BENEFITS GROUP**

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To: All Medicare+Choice Organizations  
Medicare Cost Plans  
Demonstrations

From: Jean D. LeMasurier /s/  
Acting Director  
Health Plan Benefits Group

Date: August 22, 2003

Subject: Submission of Marketing Materials to CMS Regional Offices

In our continuing effort to find new ways to facilitate your ability to communicate with present and prospective members, we are increasing your options for how to send your marketing materials to the CMS Regional Offices for review. While our internal data indicates that our processing times are well within the 45 day timeframe, averaging 15.7 days nationally, we know that by increasing your options for submitting marketing materials to CMS, we can speed up the time it takes to begin the marketing review process.

Our research indicates that some Regional Offices have not always accepted marketing material submissions in multiple formats. However, effective October 1, 2003, all CMS Regional Offices will begin accepting marketing material submissions by E-mail, by fax, or by mail. The following will also apply:

- In the near future, each Region will begin accepting marketing submissions at a single corporate E-mail address. In addition to sending your material to this corporate address, send a cc: to your Regional Office Managed Care Specialist/Plan Manager.

We are currently working with all Regional Offices to establish this process. Once each Region has established its E-mail address, it will notify you of that address. In the meantime, send your marketing submissions to your Regional Office Managed Care Specialist/Plan Manager or Marketing Review Specialist.

NOTE: Some Regions already accept E-mail submissions at a single corporate address. You should continue to use that E-mail address until and unless you are otherwise notified.

- If you send the material by E-mail and the material is over 5 pages long, you must also mail the material to the Region.
- The 5-page requirement refers to the length of the marketing material and does not include the Marketing Material Transmittal Sheet that you may be submitting with the marketing material. The mailing requirement also applies to materials that are of large size, such as draft posters or full-page ads. These materials should be sent by overnight or priority mail.

NOTE: Some Regional Offices may be equipped to accept E-mail submissions of greater than 5-pages in length without requiring that a hardcopy submission also be mailed. Your Regional Office will contact you if this is the case.

- All Regions will accept E-mail submissions in Word or .pdf format. If you have a document in a different format, you should contact the Region to determine whether it can accept that format by E-mail.
- When faxing materials to the Regional Office, please call your Regional Office Managed Care Specialist/Plan Manager prior to sending the fax. Under normal circumstances a submission of over 5 pages long should not be faxed to the Regional Office. However, if you need to fax a long piece of marketing material to the Region, you should notify the Regional Office Managed Care Specialist/Plan Manager to let them know that the material is over 5 pages long, prior to sending the fax.
- If you send in marketing material in multiple formats (e.g., mail and E-mail), you should indicate on the marketing material that it is being submitted in multiple formats. This will help prevent duplicate entries of the same marketing material into HPMS.

Please remember that all marketing submissions, regardless of the submission method used (fax, mail or E-mail), must be accompanied by a completed Marketing Material Transmittal Sheet. Once the marketing material is approved, copies of final versions (i.e., the versions actually used by the organization) must also be sent to the Regional Office.

The information contained in this memorandum will be included in a future update to Chapter 3 of the Medicare Managed Care Manual. However, we are providing the information to you now so that you can take advantage of this new opportunity in the midst of the Fall marketing campaign.

Your Regional Office will follow up shortly with information regarding the fax number and corporate E-mail address you should use when sending in marketing submissions. If you have any questions, please contact your Regional Office Managed Care Specialist/Plan Manager.

